

Milby Michelle Palacios
Internet Marketing Scholarship
17 May 2016

Dental Marketing Critique

Among millennials digital marketing has quickly become the most successful way to effectively reach these customers. A client looking for a high-end dental practice will without a doubt perceive the company website as a major factor when narrowing their options. The company website should maintain a clear and welcoming design in order to convey their professionalism and value of services. I have chosen to critique the website of the Canyon Lakes Dentistry located in Katy, Texas. I would rebrand their business as an upscale family practice with a close-knit dental staff.

Aesthetics are the most important when it comes to a website because it is the first impression a customer gets of a business. The first thing that stood out to me about the Canyon Lakes website was color scheme. A lighter background color would make the website more welcoming, as opposed to the dark gray there are currently using. The green should remain, as it is part of their logo, however dark gray does not reinforce the image of spotless white teeth. Furthermore, lighter neutral colors tend to indicate a cleaner environment all around.

The pictures on the homepage were the second issue to catch my attention. The slide show of pictures is a nice touch, however the pictures themselves seem very fake. In fact, while going through websites I saw those exact same people smiling on other dental company websites. The obvious use of stock images does not create any personal connection with customers. Stock images are often necessary, but there should be a careful use of them especially among competitors. Instead I would suggest using pictures not focusing on still people, rather people in movement effortlessly showing off their new smile. Smiling pictures of children playing outside with their parents, a couple on vacation, or a young girl singing into her hairbrush convey, a sense of happiness associated with having the perfect smile only you can give them. The people portrayed of course must be in line with the type of clients you expect to have, in this case upscale families.

The organization of content is another important aspect of a successful website. The homepage has the company phone number written in large font with "CALL OUR OFFICE TODAY!" This approach conveys the message that they are aggressively trying to sell their services like an infomercial. The contact information should be slightly larger to draw attention, but should not come off as just a sales pitch. Other than that the information on the homepage is well done, although the use of four identical sets of sharing links should be corrected. The subsections of the website are well organized, providing enough information to prove their knowledge and abilities.

Photographs of the staff, as well as a brief summary of their relevant credentials, add a personal touch that is necessary when marketing services. The customer is trusting the doctor with a very important and private area of their body so there should be no doubt in their mind about the dental ability of the doctor. In the section marked "Meet Dr. Molina & Team" there is only one person pictured, Dr. Molina. Although he is the most important, portraying the entire staff as a family gives the client more confidence in bringing you their family. Individual pictures of staff and even a group picture would definitely send that message. The picture of Dr. Molina is very professional, as they all should be. On the

homepage there is a picture of the outside of the building, as well as a patient room. Both photos look as if they were taken with an iPhone camera, which although good, do not attract high-end business. Photos of the exterior and interior of the building should be more professionally done in order to look more appealing and upscale. I would suggest adding a subsection with improved pictures of the building and perhaps real customer reviews.

The ability to maintain a great website shows that the office is generating enough revenue to pay for these services. With any type of medical service, relationship selling is the most important because you want to build a long-term relationship with customers. This entails a welcoming, easy-to-use website that creates trust between you and the customer. The more trust a customer has the more they are willing to pay.